

USIAS-M-4

26 April 1954

USIA SURVEY

Memorandum of Meeting of 26 April 1954
1778 Pennsylvania Avenue

Members of Survey:

Mr. James Q. Reber, CIA

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Observers:

USIA

Mr. Henry Loomis, SA/Dir
Mr. Ralph Hilton, IOP
Mr. Robert Delaney, IOP
Mr. Robert Hickey, IOP
Mr. William Peterson, IOP
Mr. Leonard Ware, IOP
Mr. Eugene Rachlis

State

Mr. Fisher Howe, Deputy Special Assistant, Intelligence

CIA

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IOP AREA BRANCHES

1. It was recognized that the development of authoritative country plans, incorporating a limited number of themes, should aid IOP in defining its continuing intelligence needs. Where countries have common target characteristics, either by their proximity or by their international associations, plans can be drawn on a regional basis. All plans should be valid for guiding US information programs and policies toward a country or area, regardless of the segment of the Executive Branch involved.

State Department review completed

2. Some from IOP areas felt that the intelligence received was too great in volume, and unresponsive to such information program problems as organized evaluation of operations and systematic ascertainment of trends in opinion. The branches attempt to screen and concentrate the available material, passing on to the media and area assistant directors the more pertinent parts.

3. It was agreed that, after further identification of problems common to all branches, a few representative countries would be mutually considered by IOP personnel and informed intelligence specialists in an attempt to pinpoint what categories of intelligence are required and in what forms.

4. Some specific interests in the Orbit area include:

a. Problems facing the regimes -- consumer prices, unfavorable agricultural developments, economic strains as revealed by budget analysis.

b. Defections -- Statistics, reasons for defecting.

c. Techniques of Orbit communications (This raises a question of the use of)

It was suggested that the specific needs for the Orbit will be the same as the Free World area.

5. With some exceptions, basic intelligence is judged generally adequate. USIA has not fully evaluated the NIS outline or product. Less satisfactory is finished current intelligence. It was recognized that the job of building "talking points" into intelligence is not a job for intelligence, but a function of the direction and use of intelligence by its consumers. This is not to rule out suggestions to consumers by informed intelligence personnel.

6. Where unclassified material is used in classified presentations it would assist materially if the unclassified were so identified.

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7. When an information headquarters for ECA-MSA, this unit had a substantial staff, with technical experts in four media and a research and press analysis function. Now considerably reduced, it backstops the posts involved in international activities (NATO, EDC) and assists in presentations of major themes (atomic energy).

8. A reporting function could usefully be performed by the PAO's, but only at the sacrifice of some operating activity. Given adequate personnel, some reporting and collecting could be done at such a regional center, some on a country basis.